

FIG. 1

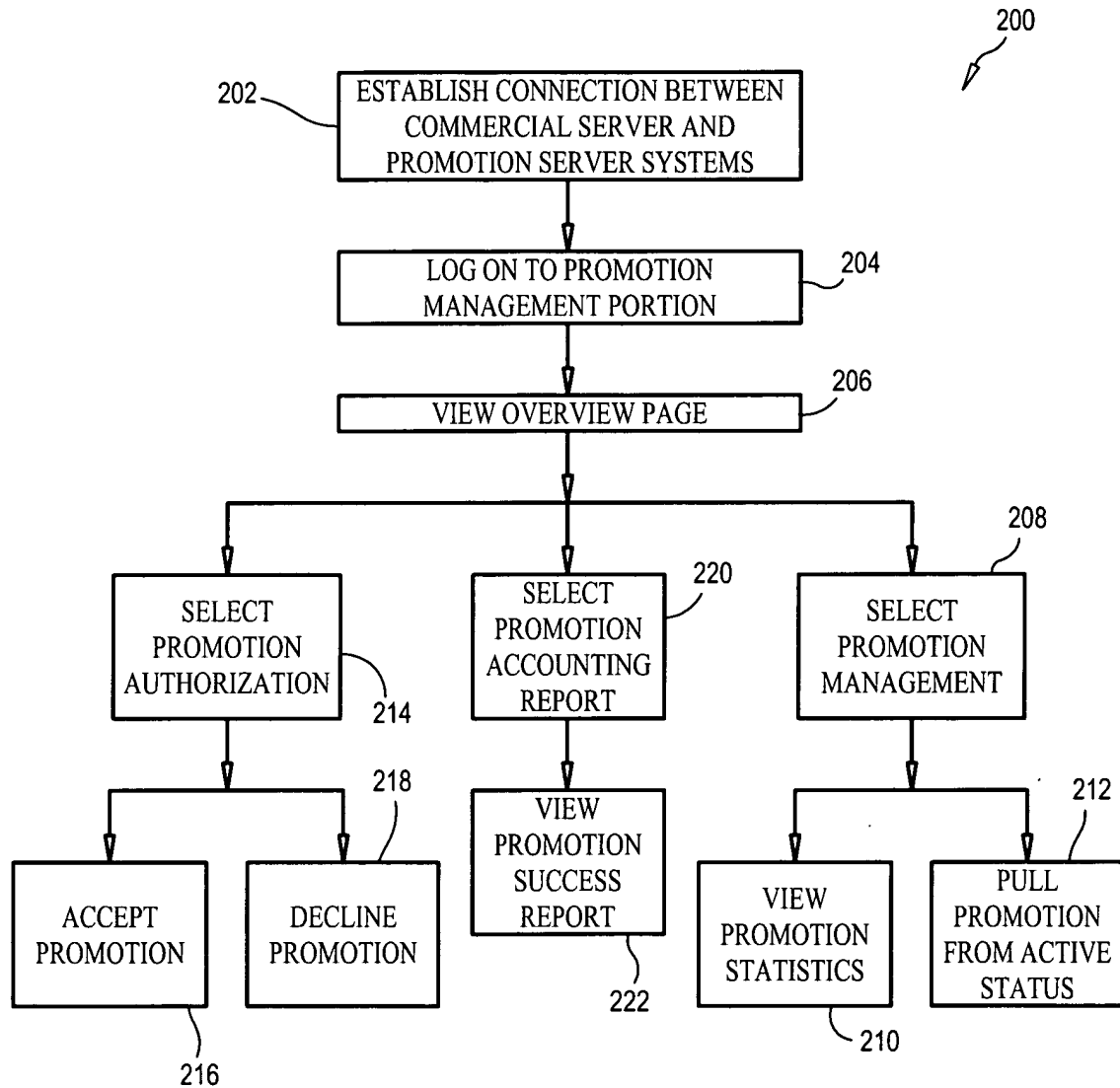


FIG. 2

Partner Resource Center

Home | Promotions | Reports
My OneClip

230

Demo User - Demo Retailer
Log Off

My OneClip
(Customize)

Summary		234 Top Promotions (redeemed/issued)			
Active Promotions = 2		ID	Title	Redeemed/Issued	Action
Starting this Month = 0		6192	Get 1 Demo Product free.	83.5%	<u>stats</u>
Ending this Month = 1		6094	Buy 1 Demo Product get US\$0.10 off.	65.4%	<u>stats</u>
		6091	Buy 1 Demo Cola get US\$0.20 off.	42.6%	<u>stats</u>
Quick Links		236 Least Productive (redeemed/issued)			
Manage Promotions		ID	Title	Redeemed/Issued	Action
Authorize Promotions		6091	Buy 1 Demo Cola get US\$0.20 off.	42.6%	<u>stats</u>
Accounting Report		6094	Buy 1 Demo Product get US\$0.10 off.	65.4%	<u>stats</u>
		6192	Get 1 Demo Product free.	83.5%	<u>stats</u>
		238 Top Promotions (redeemed)			
		ID	Title	Redeemed	Action
		6192	Get 1 Demo Product free.	334	<u>stats</u>
		6094	Buy 1 Demo Product get US\$0.10 off.	327	<u>stats</u>
		6091	Buy 1 Demo Cola get US\$0.20 off.	213	<u>stats</u>
		240 Least Productive (redeemed)			
		ID	Title	Redeemed	Action
		6091	Buy 1 Demo Cola get US\$0.20 off.	213	<u>stats</u>
		6094	Buy 1 Demo Product get US\$0.10 off.	327	<u>stats</u>
		6192	Get 1 Demo Product free.	334	<u>stats</u>

FIG. 3



Partner Resource Center

Home | Promotions | Reports
Manage | Authorize

252

Demo User - Demo Retailer
Log Off

Manage
(Customize)

254

Creation Date 256
All Dates ▼

Promotion Status 258
Any Status ▼

View as 260
Text ▼

264
Site: Demo Site

Refresh

Title 262
▼

Contains ▼

▼

Promotion

ID	<u>Title</u>	<u>Site</u>	<u>Start</u>	<u>Stop</u>	<u>Status</u>	Actions
6091	Buy 1 Demo Cola get US\$0.20 off.	Demo Site	03-15-2000	04-19-2000	Active	<u>Stats</u> , <u>Pull</u> 268
6094	Buy 1 Demo Product get US\$0.10 off.	Demo Site	04-01-2000	05-31-2000	Inactive	<u>Stats</u> 270
6192	Get 1 Demo Product free.	Demo Site	03-27-2000	05-31-2000	Active	<u>Stats</u> , <u>Pull</u>

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FIG. 4



Partner Resource Center

Home | Promotions | Reports
Manage | Authorize

272

Demo User - Demo Retailer
Log Off

View Stats

Buy 1 Demo Cola get US\$0.20 off.

Site: Demo Site

Buy 1
get 20 cents off

ID	Start	Stop	Rule		
6091	03-15-2000	04-19-2000	Buy 1, get US\$0.20 discount.		
Issued	Viewed	Clicked	Redeemed	Purchased	Saved
10,000	30,829	15,635	10,074	\$31,820.00	\$1,695.00
Clicked/Viewed		Redeemed/Viewed		Redeemed/Clicked	
50.72%		32.68%		64.43%	
Purchases/Viewed		Purchases/Clicked		Purchases/Redeemed	
\$1.03		\$2.04		\$3.16	

Promotion's List

Buy 1 Demo Cola get US\$0.20 off. (6091) ▾

Data Ranges

Promotion's Life ▾

278

Redraw

Graph Type 280
☒ Counters
☐ Values

Graph Data 282
☒ Views
☒ Clicks
☒ Redeems
☒ Purchases
☒ Saves

274

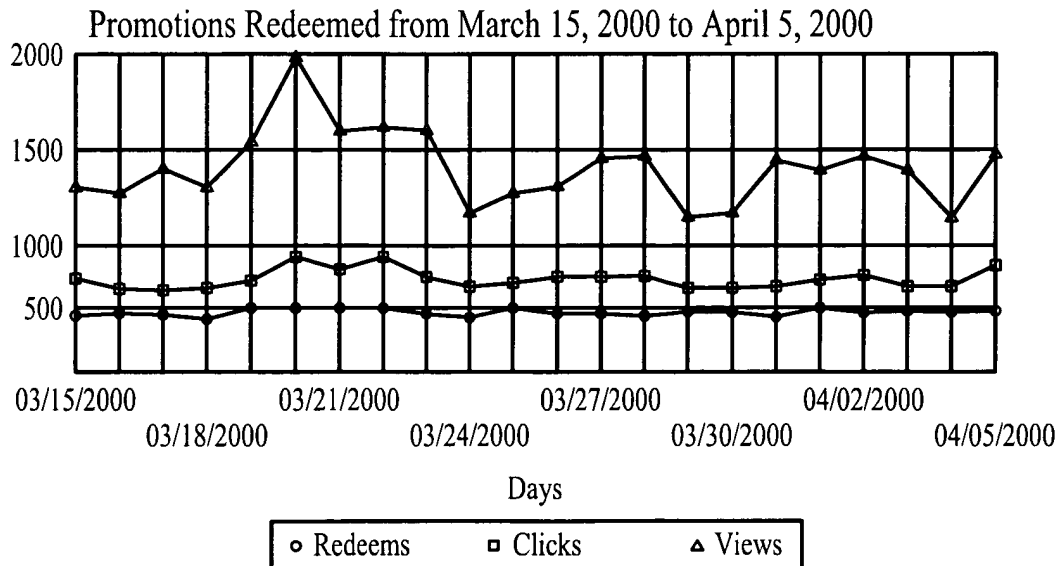


FIG. 5



Partner Resource Center

Home | Promotions | Reports
Manage | Authorize

Demo User - Demo Retailer

Log Off

Pull Promotion

284

Buy 1
get 20 cents off

Buy 1 Demo Cola get US\$0.20 off.

Offer: Buy 1, get US\$ 0.20 discount.

Start Date: 3/15/00

End Date: 4/19/00

Qty. Issued 10000

Qty. Redeemed: 0

286

Pull

Cancel

FIG. 6

Partner Resource Center

Home | Promotions | Reports
Manage | Authorize

Demo User - Demo Retailer
Log Off

Authorize

292

Creation Date	Start Date	End Date	Promotion Status	View as	
All Dates ▼	All Dates ▼	All Dates ▼	New ▼	Text ▼	Refresh

Site: Demo Site 296

Title ▼ 294	Contains ▼	
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Promotion

ID	Title	Site	Start	Stop	Actions
5331	Sign up for AOL and get \$15 off	Demo Site	02-01-2000	05-31-2000	<u>Accept</u> , <u>Decline</u>
6092	Buy 3 Demo-Cola get 1 free.	Demo Site	05-16-2000	06-21-2000	<u>Accept</u> , 300 <u>Decline</u> ~ 302
6099	Buy 2 get 2 free	Demo Site	05-04-2000	05-31-2000	<u>Accept</u> , <u>Decline</u>

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FIG. 7



Partner Resource Center

Home | Promotions | Reports
Manage | Authorize

Demo User - Demo Retailer

Log Off

Accept Promotion

304

Buy 3
get 1 free

Buy 3 Demo-Cola get U1 free.

Start Date: 5/16/00

End Date: 6/21/00

Qty. Issued 5000

Rule label: Buy 3 and get 1 free.

UPC	Brand	Description	Retailer SKU
Buy			
UPCDEMO1	Demo Brand	Demo Product1	
Get			
UPCDEMO1	Demo Brand	Demo Product1	

306

Accept

Cancel

FIG. 8



Partner Resource Center

Home | Promotions | Reports
Manage | Authorize

Demo User - Demo Retailer
Log Off

Decline Promotion

308

Title: Buy 3 Demo-Cola get 1 free.
Offer: Buy 3 and get 1 free.
Start Date: 5/16/00
End Date: 6/21/00
Qty. Issued 5000

UPC	Brand	Description	Retailer SKU
Buy			
UPCDEMO1	Demo Brand	Demo Product1	<input type="text"/>
Get			
UPCDEMO1	Demo Brand	Demo Product1	<input type="text"/>

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FIG. 9



Partner Resource Center

Home | Promotions | Reports
Manage | Success

320

Demo User - Demo Retailer
Log Off

312a

Accounting Report

314

Date Range
☒ All Dates ▼

From: To:



Site: Demo Site
Report Type
Total Results Only ▼

316

Refresh

318a

Promotion		Date	Redeemed	Amount
6091	Buy 1 Demo Cola get US\$0.20 off.		10,074	\$2,014.80
Total			10,074	\$2,014.80

FIG. 10A

Partner Resource Center

Home | Promotions | Reports

Manage | Success

Demo User - Demo Retailer

Log Off

Accounting Report

314

Date Range

☒ All Dates ▼

From:

To:

▼ ▼

Site: Demo Site

Report Type

Results by Day ▼ 316

Refresh

Promotion

6091 Buy 1 Demo Cola get US\$0.20 off.

Date	Redeemed	Amount 318b
Mar-15-2000	454	\$90.80
Mar-16-2000	454	\$90.80
Mar-17-2000	454	\$90.80
Mar-18-2000	408	\$81.60
Mar-19-2000	499	\$99.80
Mar-20-2000	499	\$99.80
Mar-21-2000	499	\$99.80
Mar-22-2000	499	\$99.80
Mar-23-2000	454	\$90.80
Mar-24-2000	408	\$81.60
Mar-25-2000	499	\$99.80
Mar-26-2000	454	\$90.80
Mar-27-2000	454	\$90.80
Mar-28-2000	408	\$81.60
Mar-29-2000	454	\$90.80
Mar-30-2000	454	\$90.80
Mar-31-2000	408	\$81.60
Apr-1-2000	499	\$99.80
Apr-2-200	454	\$90.80
Apr-3-2000	454	\$90.80
Apr-4-2000	454	\$90.80
April-5-2000	454	\$90.80

Total of: Buy 1 Demo Cola get US\$0.20 off.

10,074 \$2,014.80

Total

10,074 \$2,014.80

FIG. 10B



Partner Resource Center

Home | Promotions | Reports
Manage | Success

Success

322

Demo User - Demo Retailer
Log Off

324

BEGIN Date Range END Date Range Promotion Status:

☒ All Dates ▾ ☒ All Dates ▾ Any Status ▾ Refresh

From: From: Success Measure: 328

 Redeemed/Issued ▾

To: To: Promotion ID ▾ Contains ▾ 326

<u>ID</u>	<u>Title</u>	<u>Begin</u>	<u>End</u>	Redeemed/Issued
6192	Get 1 Demo Product free.	03-27-2000	05-31-2000	83.5%
6094	Buy 1 Demo Product get US\$0.10 off.	04-01-2000	05-31-2000	65.4%
6091	Buy 1 Demo Cola get US\$0.20 off.	03-15-2000	04-19-2000	42.6%

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FIG. 11

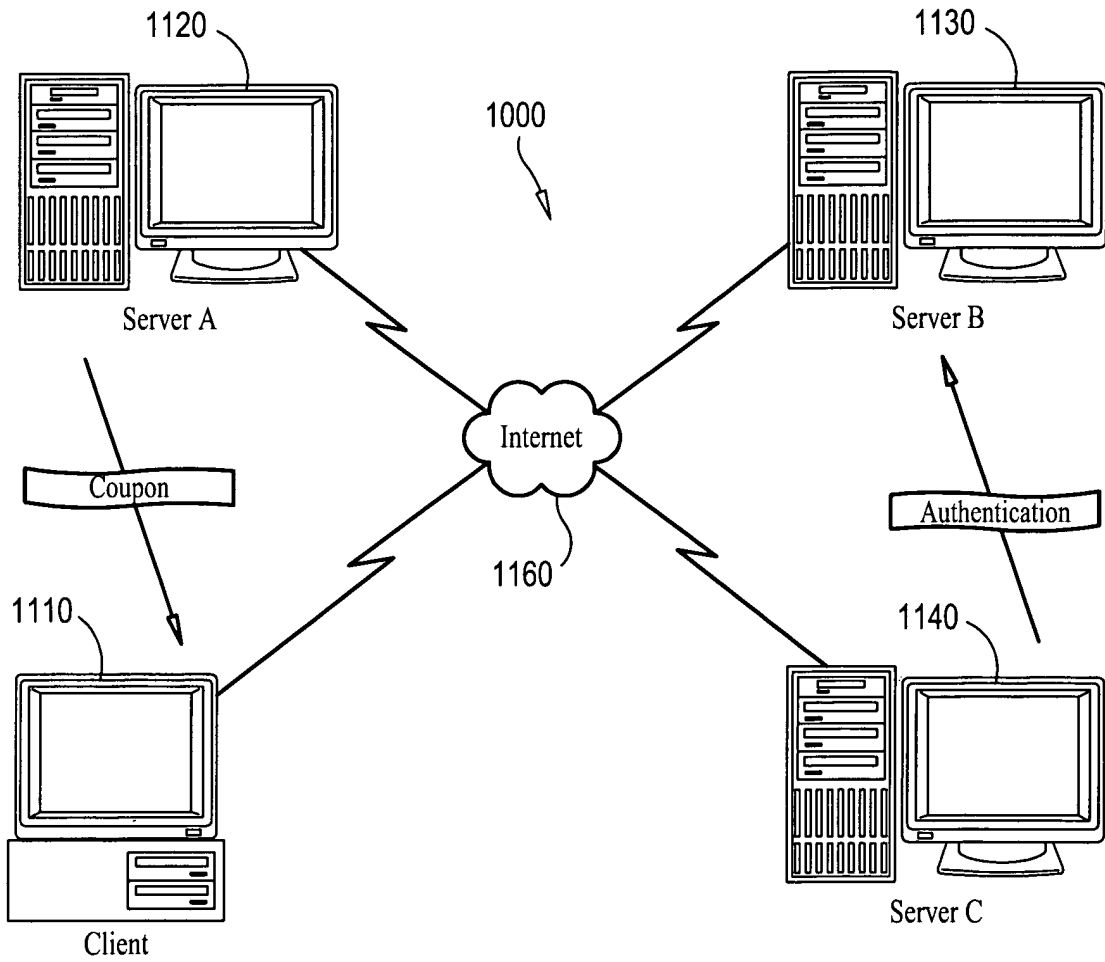


FIG. 101

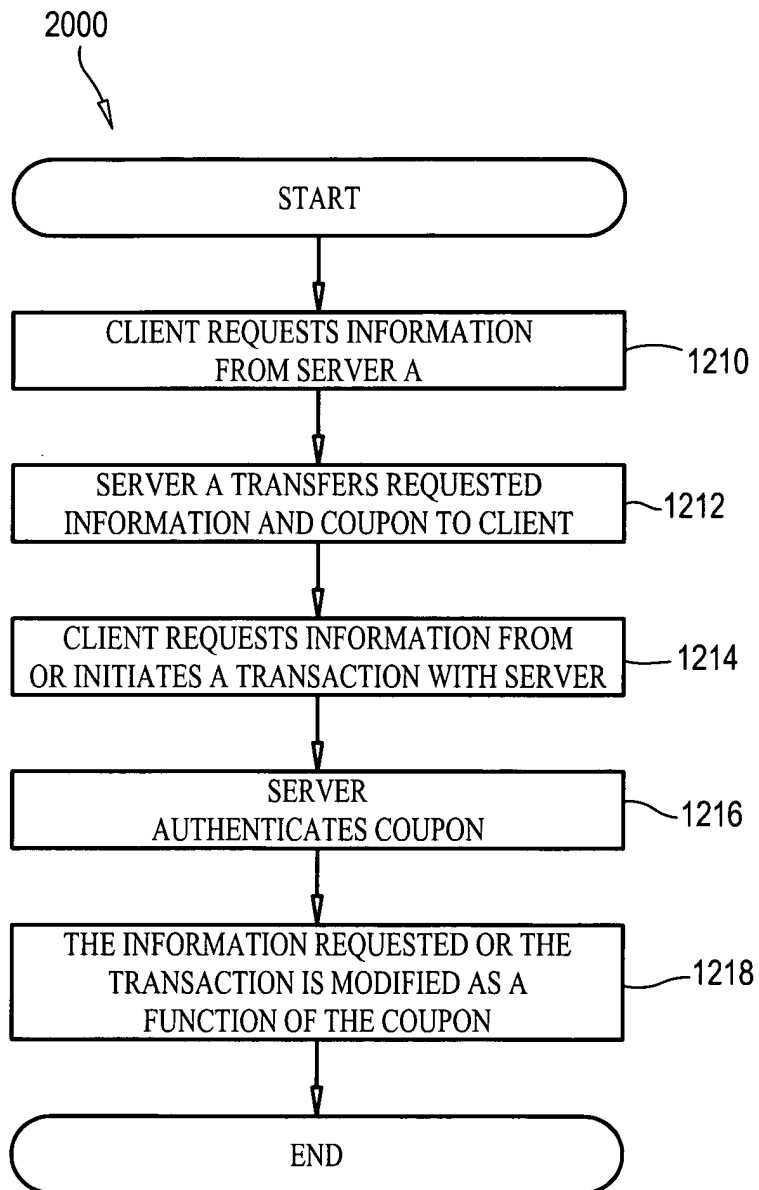


FIG. 102

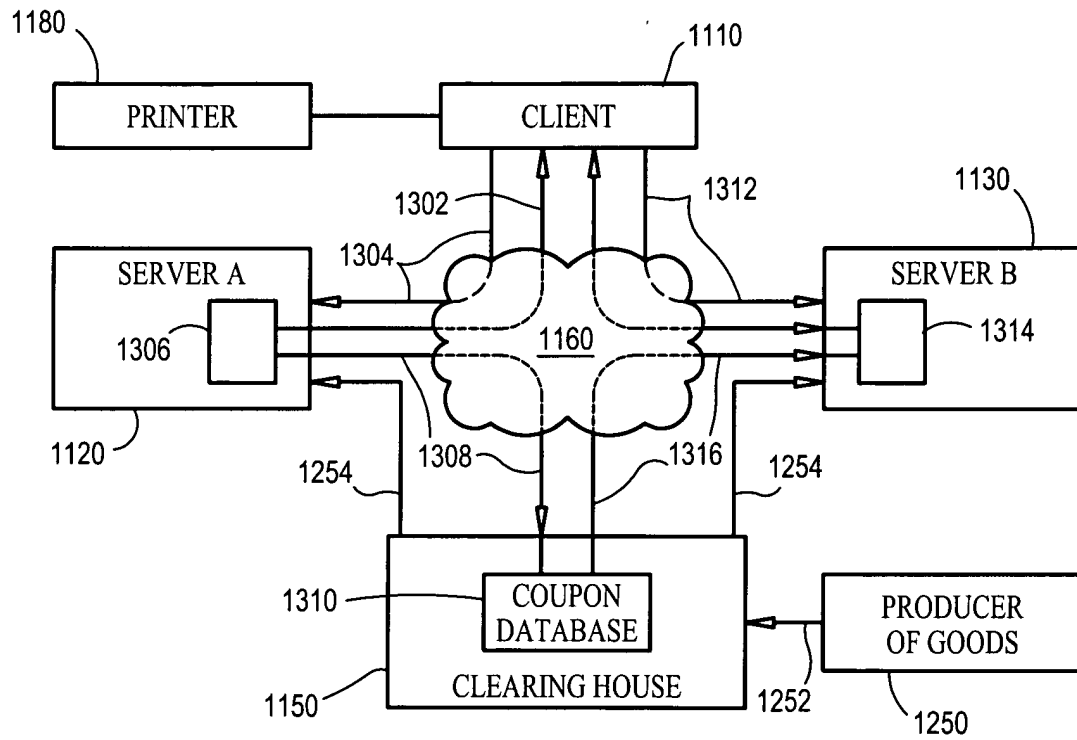


FIG. 103

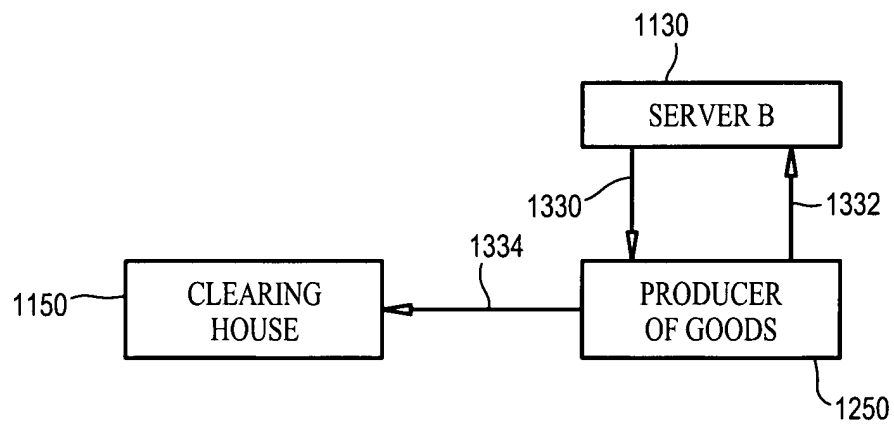


FIG. 104

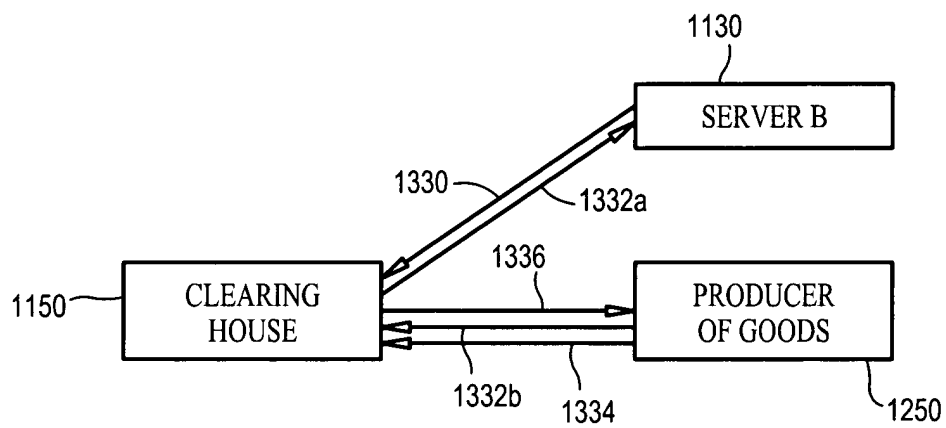


FIG. 105